

# JAM SA launches 'Real Amazing' campaign

 By [Sindy Peters](#)

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Launched in 2005, [JAM South Africa](#) now supports more than 1,700 early childhood development (ECD) centres across seven provinces. Through its various partnerships it helps feed almost 90,000 school children.

On Thursday, 15 September, JAM launched its 'Real Amazing' campaign at a fundraising event held at the Avianto Wedding Venue. We interviewed JAM founder Peter Pretorius to find out more about the campaign, the impact of poverty on the African economy, and how business can get on board to assist the NGO with its school feeding and education programmes.



JAM founder Peter Pretorius

## ■ What does the 'Real Amazing' campaign entail?

The 'Real Amazing' campaign was launched in September to a star-studded gathering at a glittering fundraising event. Guests were pleasantly surprised to find that they themselves are the heart of JAM's new campaign. They are the 'amazing'. JAM is the 'real'. The message is clear: JAM and its donors make a powerful combination.

JAM are creating awareness around the harsh **reality** of malnutrition in this country, and are asking their guests and the public to do something **amazing** and help a starving child. Be it donating R2 per day, giving time, capital, skills, expertise, or even just their unique networks. We can all together do something **amazing**!

The reality is that our planet produces enough food to feed every single man, woman, and child on it. We just need to develop the conscience and the logistics to deliver that food right to their doorsteps. And the results will be amazing.

## ■ What are some of the stats on the inroads JAM has made in addressing poverty in SA?

JAM South Africa is currently helping to feed close to 90,000 preschool children in care centres every day. 26% of preschool children in South Africa are stunted - this means their brains and bodies will be underdeveloped and they will be unable to learn and play as children should, and as children deserve to do.

■ ***What impact does poverty have on the economy of an African country?***

Poverty results in under nutrition and this has a massive impact on education. Without education children will battle to take their rightful place in society, they will not be able to live and produce, they will not be able to earn and will be trapped in poverty.

■ ***How can business come on board?***

Business can come on board by partnering with JAM. This can be in any or in all the aspects of our work - feeding children, improving the educational infrastructure of ECD centres and funding the training of ECD practitioners.

This can be done as CSR / CSI funding and can also involve challenging employees to commit to helping to feed children (R50 per month feeds a child) with business matching any funding from their employees.

The infrastructure upgrades of centres creates opportunities for businesses to challenge their employees to volunteer to be part of the upgrade work.

■ ***Would you say malnutrition is at the root of Africa's socio-economic challenges?***

There exists a multitude of both historical and current issues which bring about Africa's socio-economic challenges, and I would say malnutrition is a result of historic challenges, but is a major factor which contributes to perpetuating the cycle of poverty.

## ABOUT SINDY PETERS

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